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Rickard K. DeMille – Reg. No. 58,471

Name of Registered Representative

Signature

Our Case No. 10022/187

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Andrew E. Fano)
Serial No. 09/975,460)
Filing Date: October 10, 2001) Examiner Dixon, Thomas A.
For LOCATION-BASED FILTERING FOR A) Group Art Unit No. 3628
SHOPPING AGENT IN THE PHYSICAL WORLD)

RESPONSE AND AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed August 16, 2007, please consider the following in which Amendments to the Claims begin on page 2, and Remarks begin on page 22.